

Kokoro Men's Creme™

Natural Help for a Common Problem

THE NUMBERS

- ❑ In the U.S. each year, over a billion dollars is spent on prostate problem treatment.
- ❑ Odds are 2 to 1 that a man will have prostate problems by the time he is 60 years old.
- ❑ According to the American Cancer Society, about 70% of all diagnosed prostate cancers are found in men aged 65 years or older.
- ❑ In 2004, it is estimated that prostate cancer will account for 10% of all cancer deaths among American men.

PROSTATE PROBLEM PREVALENCE

Although the prostate may be one of the smallest body organs - normally about the size of a walnut, prostate problems are one of the biggest and costliest health issues for older American men. Benign enlargement of the prostate gland (benign prostatic hypertrophy, or BPH) affects most men 60 and older. In fact, it is one of the most prevalent health problems among aging men. Treatments for BPH, which can include medication to surgery, are the second biggest annual cost to Medicare.

Simply put, BPH is an exces-

sive growth of normal prostate cells. Since the prostate is located just below the bladder, enlargement often causes problems with urination. The enlarged prostate can press on the bladder, decreasing the volume of urine the bladder can store, causing more frequent urination and incontinence. It can also distort the shape of the bladder so that a pool of urine is formed in the bladder. The bladder is never completely voided, so men are left with the frustration of feeling the constant need to urinate. In extreme circumstances, the prostate can block the flow of urine altogether.

While BPH involves the overgrowth of normal cells, it can lead to cancer, which, of course, is a growth of abnormal cells resulting in a tumor. Prostate tumors can have effects similar to those of BPH, although prostate cancer affects less than half as many American men as BPH does.

CONTRIBUTING FACTORS

With prostate problems affecting so many millions of men, it is obvious that the factors influencing the development of these problems are numerous. One of the most significant is the aging process itself.

As men age, there is often a rise

in estradiol levels, estradiol being one of the key triggers to the expression of the BCL2 gene responsible for stopping cell death. It might sound like quite a valuable gene to have, and, in many cases, that is true.

However, you can get too much of a good thing, and even a good thing at a bad time can be problematic.

Such is the case with the BCL2 gene when it comes to stopping cell death in prostate tissue. Cell death and replacement is a natural part of the life process, but when cell death stops, and cell production continues, it can lead to a condition we commonly call enlargement of the prostate. The extra tissue just keeps building up, turning a typically small organ into one that interferes with normal bodily functions like urination, causes discomfort (often pronounced), and that may develop cancerous changes.

Another area of growing concern is the overabundance of estrogen and estrogen-like substances in our modern environment. While most men don't tend to think of this problem as one that affects them, the rise of general estrogen levels in the food chain is a growing concern for both men and women.

Overexposure to high levels of synthetic versions of this hormone

- used increasingly in modern livestock production, food additives, and cosmetics, among other things - may in fact lead to what experts are terming "estrogen dominance." Estrogen dominance plays a key role in the development of both prostate and breast cancer in humans.

DEALING WITH THE ROOT OF THE PROBLEM

Prostate problems continue to plague men around the world, and the "treatment" of these problems, whether it is BPH or even cancer, ranges from medication to surgery. The cost of this type of treatment is staggering. That's one of the reasons why proactively addressing potential prostate problems with a high-quality natural product like Men's Creme from Healing America makes a lot of sense. Men's Creme helps restore normal hormone balance while protecting prostate health and helping alleviate urination problems. Let's take a look at some of the key ingredients.

Natural Progesterone

Both men and women produce the hormone progesterone, although men produce only about half as much as women. Progesterone helps prevent the body from converting testosterone into dihydrotestosterone (DHT), the main stimulant of prostate cell production and a key player in prostate enlargement. Natural progesterone can boost fertility, enhance libido, and even help stave off cancer of the prostate and testicles. It does not, as many

men might think, produce any feminizing characteristics. These are produced by the female hormone estrogen. Natural progesterone helps boost immunity as well as assisting the body in achieving a more normal hormone balance.

Saw Palmetto

Called the "plant catheter," saw palmetto is a berry that grows on small palm trees in much of the southeastern U.S. Used for years with great success in Europe, saw palmetto has grown in popularity in the U.S. as a dietary supplement helpful in reducing some of the negative impacts of BPH. Studies have shown it helps reduce urinary discomfort and the constant need to urinate, and it may help improve urinary flow rate.

European research is producing some exciting findings regarding the impact of saw palmetto on prostate enlargement. In the prostate, testosterone is converted into dihydrotestosterone, a more potent compound that causes excessive cell growth and can lead to BPH. Some of the studies are indicating that saw palmetto can actually stop this conversion of testosterone to dihydrotestosterone.

Pygeum

When testosterone is converted into dihydrotestosterone (DHT) and attaches to normal cells in the prostate, it causes those cells to proliferate. One of the methods scientists are looking at to help stop this cell proliferation (which is what leads to prostate enlargement) is to actually prevent the

DHT from attaching to cells. Pygeum bark extract, derived from the African evergreen tree *Pygeum africanum*, has been shown to block DHT receptor sites on prostate cells.

Pygeum also helps stimulate healthier bladder contractions, which can alleviate some of the physical discomfort associated with BPH (enlarged prostate).

Stinging Nettles

A long-time staple in folk medicine as a diuretic, astringent, and blood builder, the stinging nettle has more recently been researched for its beneficial effects in connection with BPH symptoms. Preparations from the plant's root are helpful in increasing urine output and decreasing the urge to urinate throughout the night. An extract derived from stinging nettles has also been shown to block DHT receptor sites on prostate cells. Stinging nettle extracts are often used in combination with saw palmetto to address prostate enlargement problems.

Apricot Seed Oil

Apricot kernels are the source of a newer weapon in the fight against prostate problems, especially in terms of its link to helping reduce the risk of cancer development - Vitamin B17. Also known as laetrile and amygdalin, Vitamin B17 is made up of sugar, benzaldehyde, and cyanide molecules. Current research is looking at the impact of the cyanide molecule on cancer cells. Normal cells contain a substance -- rhodanase - - that inactivates the cyanide molecule. Cancer cells don't contain

this substance, and so the cyanide is free to poison them.

Pumpkin Seed Oil

Pumpkins have been grown around the world for many years, and Oriental healers have been using the seeds medicinally for nearly 400 years. The seeds contain good quantities of zinc, magnesium, calcium, and other vitamins and minerals. Many cultures use them for problems with impotence. Recent studies have indicated pumpkin seeds can lessen urination problems in men with BPH. It appears that a fatty oil present in the seeds promotes urine flow. The seeds also appear to reduce damage to prostate cells from hormonal influences, which may, in turn help lower the risk of developing cancer.

Zinc

The prostate gland contains more zinc than any other body organ in men. Although it is a trace mineral and therefore necessary only in small quantities, an adequate supply of zinc is essential to healthy prostate function. The trouble is, many men fail to get even the small daily amount of needed zinc in their diets. Some research has linked zinc supplementation with a reduction in DHT (dihydrotestosterone) conversion and an increase in the body's capacity to excrete excess amounts of DHT.

PUTTING IT ALL TOGETHER

Unfortunate as it may be, the fact is most men in today's world will have to deal with prostate

problems in some form at some point in their lives. The widespread incidence of these problems, combined with the often serious treatments for prostate cancer in particular, make the regular use of a product like Healing America's Men's Creme even more desirable. The high-quality, natural ingredients in this topical product have a lot of research behind them showing their usefulness in, at the very least, symptomatic relief of prostate related problems. They promote an environment of health, and discourage unbalanced growth of prostate tissue that can lead to BPH or even cancer.

Men's Creme is a product that is easy to use and easily used by the body. The capric triglycerides that compose the "body" of the creme help ensure quick penetration into the skin and a long shelf life.

CAUTIONS

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease, but rather is a dietary supplement intended solely for nutritional support. Men's Crème is for external use only.

SOURCES

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